LEO BURNETT U.S.A.

Ad No. 204—(LOWEST TAR EVER—CAMBRIDGE BOX)—Rev. No. 68960—Page—4 x 10inch—National (Letterpress) Magazines, 1981 (A)

Printed in U.S.A.

THE LOWEST TAR EVER.

Box

Of all brands sold, no other cigarette is lower in tar.

Cambridge

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Less than 0.1 mg "tar," 0.01 mg nicotine av. per cigarette by FTC Method.

2061193968

Source: https://www.industrydocuments.ucsf.edu/docs/lxhx0001

2061193968